

ABSTRACT OF THE DISCLOSURE

5 A cellular telecommunications system comprises a
plurality of transceiver stations forming a network for
transmission of signals between a mobile communications
device and an internet based server hosting an
application which is dependent on the position of the
mobile device. The position of the mobile device is
provided to the application as part of the initial
request for the service from the device, thus avoiding
the need for multiple flows of information. The position
may be based simply on the known location of the
transceiver station with which the device establishes
15 wireless connection, with directional or signal strength
range information added, if available. Alternatively,
the position may be estimated more accurately from the
signal received at multiple transceiver stations. In
either case an accuracy estimate can be added to the
20 determined position.

20045966 011002